

CHILDREN REALLY WANT WEARABLE GIFTS

LOCAL STORES READY NOW WITH COMPLETE COLLECTION OF GIFTS FOR CHILDREN

Not so very long ago, toys were considered about the only and best Christmas gift for children. Today, however, wearable gifts are fast becoming the "most wanted" of all Christmas gifts by our youngsters. Take your own school age daughter or son, for instance. They've probably told you already that among other things they want "something new to wear" this Christmas. Your daughter's heart may be set on a new skating jacket or skirt or possibly a new party dress or furred winter coat. And if your son's a sports dynamo (which he probably is) hasn't he been after you or Dad for a new ski suit,

or a leather jacket? Personally, we're all for wearable gifts for the children. And if you reminisce a bit yourself, remember how thrilled you were when you

received something new to wear for Christmas? How proudly you "showed off" in it?

Well! We've just come back from an extensive shopping tour of the local stores and we're really amazed at the big collection of wonderful wearable clothes they've in stock for the children this Christmas. For girls, all the way from 2 years up to 16, we saw the most enchanting little party dresses, adorable pinafores and jumpers, scores and scores of jackets and skirts for school and skating fun.

Remember too that many of these fashions are direct copies of Mother's (although Mother stole the pinafore from her daughter!) . . . and there are just as many that are direct steals from big brother and big sister. High up on the list are the boyish fashions however. We mean the covert cloth coats with zip-in reversible linings, the corduroy jackets, shirts, skirts and corduroy porkpie hats, the covert cloth jackets in the new longer length.

Prime favorites, too, are the sports jackets in tweed, plaid or monotone woolen. Matching skirts in gored, pleated, box-pleat and suspender styles are also available and can be mixed as you please. A jacket and skirt would make a grand gift for any little girl and one she'd wear right through the school year.

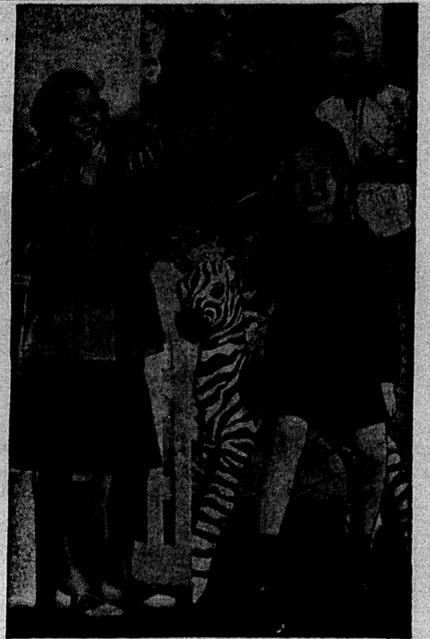
And don't forget to see the reversible coats! Your local stores offer an excellent choice of these in tweed, plaid, monotone and herringbone woolens, all of course, with shower-proof reversible gabardine linings. Many come with hoods with detachable or little matching sports hats. Well tailored to go comfortably over her winter coat, these make ideal gifts. Coming back to the party dresses, why not treat your daughter to one—or give one to your favorite little niece?

Choose a full-skirted velveteen, a smoked rayon taffeta, a dressy rayon crepe—choose it in her favorite color—see how happy she'll be when she sees it under the tree on Christmas morning. Styles are adorable, especially the little pinafore frocks with the ruffled shoulders, the princess and dirndl frocks. In velveteen, ask to see the little princess frocks with lacy collars and cuffs.



Give Her
Something
Scent-imental!

Give her Christmas beauty this year. Exciting little beauty-bearing gifts that add to her charm, keep her well groomed long after Christmas is over. Say for instance, a delightfully gift-wrapped beauty box consisting of face powder, eau de cologne, perfume and dusting powder? Or an attractive bottle of refreshing eau de cologne with an atomizer attachment? Or a complete beauty bath set with bath oil, dusting powder and bath crystals? Especially recommended for gift-giving are the attractive new manloure kits. Your local stores have all these scented gift luxuries for you, priced for light purses!



Wearable Gifts for Girls

• Left: Camel hair jacket and plaid skirt from Younger Crowd Fashions. Upper right, two Christmas jackets, the plaid's reversible. The hooded jacket and corduroy suit are both Zekas durable repellent.



. . . to be truly appreciated should be useful, pretty, and just what the recipient wants. Our hundreds of gift items will help you fill every need. Santa's pack is here for your choosing.

Gifts for Men



- SHAVING SETS
- SMOKERS FAVORITE BRANDS

. . . and if he's a photographer we have films and chemicals.

Perfumes

The Beacon carries many famous makers' choicest scents. For extra-special giving we have beautiful atomizer and dropper bottles to go with the perfumes.



Candies Too . . .

- WHITMAN'S
- MISS SAYLOR'S
- CHRISTOPHER'S



• Choose from our very complete selection of beautiful and smart Christmas cards at low prices.

Gifts Look Expensive When Beautifully Wrapped

We have everything necessary to make your gifts look lovely under the Christmas tree. Remember, the impression very often depends on the wrappings, so make sure your gifts look nice.

- CIGARS wrapped for Christmas
- FINE CANDIES especially boxed
- BOXED STATIONERY in handsome packages
- FINE COMPLEXION SOAPS gift boxed



BEACON DRUG Co.

LESLIE L. PRINCE, Prop.

WE GREEN
The Penall Store GIVE S.N. STAMPS
GRAMERCY and CABRILLO PHONE 180

'Santa Claus College' Boys Begin Their Annual Lessons

BUFFALO, N. Y. (U.P.) — A night school to train raw recruits into a corp of Santa Clauses has been opened here.

If successful, the year soon may arrive when every jovial, red-garbed street corner bell-ringer's whiskers mask a Bachelor of Santa Claus Psychology.

The school has a one-man faculty, Charles W. Howard, of Albion, N. Y. Heavy-set, round-cheeked and in his 40's, "Professor" Howard has been teaching the art of impersonating Saint Nick since 1936. He achieved some fame in 1938 when he organized a school for professionals at Santa Claus, Ind.

In the past, most of Howard's pupils have been sent by department stores, which paid \$150 tuition fees so their Santa Claus might handle with utmost diplomacy the complex situations that arise during Christmas sale interviews. Santa Claus college graduates, for example, know the answer to the question, "Can you please bring me an elephant for Christmas—a live one?" It should be, the professor teaches, "Now, my boy, I just don't see how I could possibly get that elephant in your stocking—or even in your house."

This year, Howard is volunteering his services to make better Santa Clauses of men who lack financial backing. The school is sponsored by the Buffalo Goodwill Industries, Inc., a charitable organization.

Howard's course of instruction includes lessons on makeup, child psychology, how to greet children, toy construction and the stage settings for a department store Santa. Students also are required to study the history of the St. Nicholas legend and nursery rhymes about Yuletide.

"A big stomach," Howard says, "is not a necessary qualification for a Santa. Padding

will fix that, and children don't look at stomachs anyhow. Twinkling eyes are much more desirable."

He lists as essential requirements of the trade a liking for youngsters, an active mind, knowledge of how children's minds work and physical fitness. "The last," Howard says, "is especially important. This is a hard racket while it lasts."

JOIN TODAY

A Red Cross button in your coat lapel demonstrates that you are supporting the humane work of the American Red Cross. Join today.

A wonderful gift for home entertaining is a mammoth glass tray with removable separate dishes for hors d'oeuvres.

How about a cigarette box with matching ash trays?



• Superman popular come strip character. Made of composition and wood, fully jointed, unbreakable.